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PTO/SB/21 (09-04)

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TRANSMITTAL FORM (to be used for all correspondence after initial filing)	Application Number	09/782,067
	Filing Date	February 12, 2001
	First Named Inventor	Neal Manowitz
	Art Unit	2612
	Examiner Name	Jerabek, K.
Total Number of Pages in This Submission	Attorney Docket Number	50P3840.01

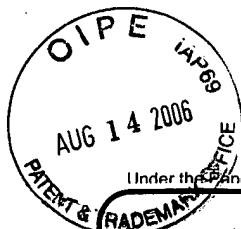
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PTO/SB/17 (12-04v2)

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Effective on 12/08/2004. Fees pursuant to the Consolidated Appropriations Act, 2005 (H.R. 4818).		Complete if Known		
		Application Number	09/782,067	
FEE TRANSMITTAL For FY 2005		Filing Date	February 12, 2001	
		First Named Inventor	Neal Manowitz	
		Examiner Name	Jerabek, K.	
<input type="checkbox"/> Applicant claims small entity status. See 37 CFR 1.27		Art Unit	2612	
TOTAL AMOUNT OF PAYMENT (\$)		500.00	Attorney Docket No.	50P3840.01

METHOD OF PAYMENT (check all that apply)

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FEE CALCULATION

1. BASIC FILING, SEARCH, AND EXAMINATION FEES

Application Type	FILING FEES		SEARCH FEES		EXAMINATION FEES		Fees Paid (\$)
	Fee (\$)	Small Entity Fee (\$)	Fee (\$)	Small Entity Fee (\$)	Fee (\$)	Small Entity Fee (\$)	
Utility	300	150	500	250	200	100	
Design	200	100	100	50	130	65	
Plant	200	100	300	150	160	80	
Reissue	300	150	500	250	600	300	
Provisional	200	100	0	0	0	0	

2. EXCESS CLAIM FEES

Fee Description	Fee (\$)	Small Entity Fee (\$)
Each claim over 20 (including Reissues)	50	25
Each independent claim over 3 (including Reissues)	200	100
Multiple dependent claims	360	180

Total Claims - 20 or HP = _____ x _____ = _____ **Fee Paid (\$)**

HP = highest number of total claims paid for, if greater than 20.

Indep. Claims - 3 or HP = _____ x _____ = _____ **Fee Paid (\$)**

HP = highest number of independent claims paid for, if greater than 3.

3. APPLICATION SIZE FEE

If the specification and drawings exceed 100 sheets of paper (excluding electronically filed sequence or computer listings under 37 CFR 1.52(e)), the application size fee due is \$250 (\$125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).

Total Sheets	Extra Sheets	Number of each additional 50 or fraction thereof	Fee (\$)	Fee Paid (\$)
_____	_____	_____	_____	_____

_____ - 100 = _____ / 50 = _____ (round up to a whole number) x _____ = _____

4. OTHER FEE(S)

Non-English Specification, \$130 fee (no small entity discount) **Fees Paid (\$)**

Other (e.g., late filing surcharge): Appeal Brief Filing Fee **\$500.00**

SUBMITTED BY		
Signature		Registration No. 38,519 (Attorney/Agent)
Name (Print/Type)	Gregory J. Koerner	Telephone 650-358-4000
		Date 8/8/06

This collection of information is required by 37 CFR 1.136. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 30 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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**IN THE
UNITED STATES PATENT AND TRADEMARK OFFICE**

APPLICANT(S): Neal Manowitz
APP. NO.: 09/782,067
FILED: February 12, 2001
TITLE: Methods And Systems For Exchanging Content
(as amended) Between A Camera And A Selected Remote Storage Device
EXAMINER: Jerabek, K.
ART UNIT: 2612
ATTY DKT NO: 50P3840.01

CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Mail Stop Appeal Brief-Patents, Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450, on the date printed below:

Dated: 8/10/06



Gregory J. Koerner

APPEAL BRIEF

Mail Stop Appeal Brief-Patents
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Dear Sir:

The following Appeal Brief is submitted in an appeal from the Final Office Action of March 16, 2006 in the above-referenced Patent Application.

(1) Real parties in interest

The real parties in interest in the above-referenced patent application are Sony Corporation, a Japanese corporation with offices in Tokyo, Japan, and Sony Electronics Inc., a Delaware corporation with offices in New Jersey.

(2) Related appeals and interferences

To the present knowledge of Appellants' legal representative, there are currently no related appeals or interference proceedings in progress which will directly affect, or be directly affected by, or have a bearing on the Board's decision in the present Appeal.

(3) Status of Claims

Claims 1-4 and 9-11 stand rejected under 35 U.S.C. § 102(e). Claims 5-8 and 12-19 stand rejected under 35 U.S.C. § 103(a). The rejections of claims 1-4 and 9-11, and the rejections of claims 5-8 and 12-19 are being appealed.

(4) Status of Amendments

On March 16, 2006, a Final Office Action in the present Application was mailed to Applicants' Representative. In response, on June 13, 2006, the Applicants filed a Notice of Appeal in the present Application.

(5) Summary of Claimed Subject Matter

In accordance with one embodiment of the present invention, a digital camera system includes a digital camera 220, a predetermined remote location 250, a camera distributor 210, and an advertiser 270. The digital camera 220 is configured to exclusively and automatically connect to the predetermined remote location 250 to upload image data to the predetermined remote location 250, and to download advertising data from the predetermined remote location 250.

The digital camera 220 is also configured to display the advertising data, and utilizes the predetermined remote location 250 as the sole means for distributing the image data. The advertiser 270 compensates the camera distributor 210 and the owner of the predetermined remote location 250 based upon the advertising data which is viewed by the camera user. In turn, the camera distributor 210 is able to reduce the cost of the digital camera 220 to the camera user.

Independent claim 1 recites a “digital camera” that communicates “exclusively” with a “remote storage location.” The foregoing subject matter is discussed in the Specification, for example, at page 6, lines 4-14 (FIG. 2). Independent claim 5 recites an “exclusive” type of “uploading” and “downloading” between a “digital camera” and a “remote location.” The foregoing subject matter is discussed in the Specification, for example, at page 6, lines 4-14 (FIG. 2). Claim 5 further recites “said digital camera being incapable of communicating with any external device other than said exclusive

and remote location.” The foregoing subject matter is discussed in the Specification, for example, at page 6, lines 12-15. Independent claim 9 recites an “interface” that bi-directionally transfers information between a “buffer” and an “exclusive and predetermined remote location.” The foregoing subject matter is discussed in the Specification, for example, at page 6, lines 4-14.

(6) Grounds Of Rejection To Be Reviewed Upon Appeal

- I. Claims 1-4 and 9-11 stand rejected under 35 U.S.C. § 102(e) as being anticipated by U.S. Patent Publication No. US 2002/0041329 to Steinberg.
- II. Claims 5-8 and 12-19 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent Publication No US 2002/0041329 to Steinberg in view of U.S. Patent No. 6,442,529 to Krishnan et al.

(7) Argument

I. 35 U.S.C. § 102(e)

On page 10 of the Final Office Action, the Examiner rejects claims 1-4 and 9-11 under 35 U.S.C. 102(e) as being anticipated by U.S. Patent Publication No. US 2002/0041329 to Steinberg (hereafter Steinberg). The Applicants respectfully traverse the rejections of claims 1-4 and 9-11 for at least the following reasons.

It is established that, “for a prior art reference to anticipate in terms of 35 U.S.C. §102, every element of the claimed invention must be *identically*

shown in a single reference” (emphasis added). *Diversitech Corp. v. Century Steps, Inc.*, 7 USPQ2d 1315, 1317 (CAFC 1988). The Applicants submit that Steinberg fails to identically teach every element of the claims and therefore does not anticipate the present invention.

(A). Claims 1, 3, and 4

Regarding the Examiner’s rejection of independent claim 1, Applicants submit that claim 1 recites limitations that are not taught or suggested either by the cited reference, or by the Examiner’s citations thereto. For example, claim 1 explicitly recites “*a remote storage device for receiving image data*” and “*a digital camera configured to send the image data exclusively to the remote storage device and to receive advertising data exclusively from the remote storage device.*”

Steinberg essentially teaches a “messaging center” that sends various types of messages to a camera for display to a camera user (see Abstract). However, Steinberg also teaches that the camera can interface with “a programmable card” to exchange information “from the network through a computer 40 connected to the network by cables” (see paragraph 0033).

Applicants submit that the camera of Steinberg may also readily receive information from computer 40 that was obtained from sources other than the messaging center. In addition, the camera of Steinberg may also receive information from transceiver 18 that is transmitted to the “network” from

sources other than the messaging center.

Therefore, since the camera of Steinberg clearly communicates with computer 40, Applicants submit that Steinberg fails to disclose “a digital camera configured to send the image data exclusively to the remote storage device and to receive advertising data exclusively from the remote storage device,” as claimed by Applicants.

Furthermore, on page 6 of the Office Action, the Examiner cites page 3, paragraph 39, of Steinberg, and states that “[t]he Examiner is reading the quantity of images and type of images as image data.” Applicants respectfully disagree with this interpretation of Steinberg, and submit that Steinberg fails to teach “a digital camera configured to send the image data exclusively to the remote storage device,” as claimed by Applicants.

In Applicants’ Specification, on page 7, lines 8-12, Applicants clearly define the specific meaning of their claimed “image data.” In particular, Applicants state that “[t]he sensor 310 converts analog data into electronic image data. The sensor 310 can utilize technologies such as charge couple devices, CMOS sensors, and the like. In this embodiment, the storage device 320 stores the image data from the sensor 310.” Applicants submit that Steinberg nowhere states that actual image data is uploaded from the camera to the messaging center.

Applicants submit that “other information such as the quantity of images taken by a camera, the type of images etc. . . .” is not the same as the actual

image data, as clearly defined by Applicants' Specification. For at least the foregoing reasons, Applicants submit that Steinberg fails to teach uploading "image data from a digital camera solely to an exclusive and predetermined remote location", as claimed by Applicants.

Regarding the Examiner's rejection of dependent claims 3 and 4, for at least the reasons that these claims are dependent from an independent claim whose limitations are not identically taught or suggested, the limitations of these dependent claims, when viewed through or in combination with the limitations of the independent claim, are also not identically taught or suggested. Applicants therefore respectfully request reconsideration and allowance of dependent claims 3 and 4, so that these claims may issue in a timely manner.

(B). Dependent Claim 2

The Examiner cites page 3, paragraph 39, of Steinberg in support of the rejection of claim 2. The cited passage of Steinberg is limited to discussing "other information" such as a "quantity of images and type of images." In contrast, claim 2 explicitly recites "*a sensor for forming the image data*" (emphasis added). Applicants therefore are claiming the actual raw "image data" created by the "sensor." Applicants respectfully submit that Steinberg nowhere discloses transferring actual "image data" created by a "sensor," as claimed by Applicants. For at least the foregoing reasons, Applicants respectfully request reconsideration and withdrawal of the rejection of claim 2.

(C). Claims 9 and 11

Regarding the Examiner's rejection of independent claim 9, Applicants submit that claim 9 recites limitations that are not taught or suggested either by the cited reference, or by the Examiner's citations thereto. For example, claim 9 explicitly recites "*an interface connected to the buffer configured to upload the image data from the digital camera to an exclusive and predetermined remote location and to download the advertising data from the exclusive and predetermined remote location to the digital camera.*"

As discussed above in conjunction with independent claim 1, Steinberg teaches a camera that can interface with "a programmable card" to exchange information "from the network through a computer 40 connected to the network by cables" (see paragraph 0033). Applicants submit that the camera of Steinberg may also readily receive information from computer 40 that was obtained from sources other than the messaging center.

In addition, the camera of Steinberg may also receive information from transceiver 18 that is transmitted to the "network" from sources other than the messaging center. Therefore, since the camera of Steinberg clearly communicates with computer 40, Applicants submit that Steinberg fails to disclose bi-directionally exchanging information between a camera and "*an exclusive and predetermined remote location,*" as claimed by Applicants.

Furthermore, on page 8 of the Office Action, the Examiner cites page 3,

paragraph 39, of Steinberg, and states that “[t]he Examiner is reading the quantity of images and type of images as image data.” Applicants respectfully disagree with this interpretation of Steinberg, and submit that Steinberg fails to teach “*an interface connected to the buffer configured to upload the image data from the digital camera,*” as claimed by Applicants.

As discussed above in conjunction with independent claim 1, Applicants’ Specification, on page 7, lines 8-12, clearly defines the specific meaning of their claimed “image data.” In particular, Applicants state that “[t]he sensor 310 converts analog data into electronic image data. The sensor 310 can utilize technologies such as charge couple devices, CMOS sensors, and the like. In this embodiment, the storage device 320 stores the image data from the sensor 310.” Applicants submit that Steinberg nowhere states that actual image data is uploaded from the camera to the messaging center.

Applicants submit that “other information such as the quantity of images taken by a camera, the type of images etc. . . .” is not the same as the actual image data, as clearly defined by Applicants’ Specification. For at least the foregoing reasons, Applicants submit that Steinberg fails to teach uploading “*image data from the digital camera to an exclusive and predetermined remote location,*” as claimed by Applicants.

Regarding the Examiner’s rejection of dependent claim 11, for at least the reasons that this claim is dependent from an independent claim whose limitations are not identically taught or suggested, the limitations of dependent

claim 11, when viewed through or in combination with the limitations of the independent claim, are also not identically taught or suggested. Applicants therefore respectfully request reconsideration of dependent claim 11.

(D). Dependent Claim 10

As discussed above in conjunction with dependent claim 2, Steinberg is limited to providing “other information” such as a “quantity of images and type of images.” In contrast, claim 11 explicitly recites “*a sensor . . . for forming the image data*” (emphasis added). Applicants therefore are claiming the actual raw “image data” created by the “sensor.” Applicants respectfully submit that Steinberg nowhere discloses transferring actual “image data” created by a “sensor,” as claimed by Applicants. For at least the foregoing reasons, Applicants respectfully request reconsideration and withdrawal of the rejection of claim 10.

For at least the foregoing reasons, Applicants submit that claims 1-4 and 9-11 are not anticipated by the teachings of Steinberg. Because a rejection under 35 U.S.C. §102 requires that every claimed limitation be *identically* taught by a cited reference, and because the Examiner fails to cite Steinberg to identically teach the claimed invention, Applicants respectfully request reconsideration and allowance of claims 1-4 and 9-11.

II.

35 U.S.C. § 103

On page 10 of the Final Office Action, the Examiner rejects claims 5-8 and 12-19 under 35 U.S.C. § 103(a) as being unpatentable over Steinberg in view of U.S. Patent No. 6,442,529 to Krishnan et al. (hereafter Krishnan).

The Applicants respectfully traverse these rejections for at least the following reasons.

Applicants maintain that the Examiner has failed to make a *prima facie* case of obviousness under 35 U.S.C. § 103(a) which requires that three basic criteria be met, as set forth in M.P.E.P. §2142:

"First, there must be some suggestion or motivation, either in the references themselves or in the knowledge generally available to one of ordinary skill in the art, to modify the reference or to combine reference teachings. Second, there must be a reasonable expectation of success. Finally, the prior art reference (or references when combined) must teach or suggest all the claim limitations."

The initial burden is therefore on the Examiner to establish a *prima facie* case of obviousness under 35 U.S.C. § 103(a).

Applicants respectfully traverse the Examiner's assertion that modification of the device of Steinberg according to the teachings of Krishnan would produce the claimed invention. Applicants submit that Steinberg in combination with Krishnan fail to teach a substantial number of the claimed elements of the present invention. Furthermore, Applicants also submit that

neither Steinberg nor Krishnan contain teachings for combining the cited references to produce the Applicants' claimed invention. The Applicants therefore respectfully submit that the obviousness rejections under 35 U.S.C §103 are improper.

(A). Claims 5-8, 12, and 17-18

With regard to the Examiner's rejection of independent claim 5, Applicants submit that claim 5 recites limitations that are not taught or suggested either by the cited reference, or by the Examiner's citations thereto. For example, claim 5 explicitly recites *"uploading image data from a digital camera solely to an exclusive and predetermined remote location" and "said digital camera being incapable of communicating with any external device other than said exclusive and remote location."*

On page 12 of the Final Office Action, the Examiner explicitly concedes that Steinberg "fails to distinctly state that the digital camera is unable to exchange electronic information with any electronic devices except for the exclusive and predetermined location." Applicants concur. The Examiner then points to Krishnan to purportedly remedy these defects.

Krishnan teaches advertisers subsidizing Internet access through "mini-portal devices" (see column 3, lines 38-45). However, Krishnan explicitly teaches variously communicating with a "validation server", an "advertisement server", a "content server", and a "statistics server" (see column 4, lines 7-37).

Applicants therefore submit that neither of the cited references teach “*said digital camera being incapable of communicating with any external device other than said exclusive and remote location*”, as claimed by Applicants.

In addition, as discussed above in conjunction with independent claims 1 and 9, Applicants submit that neither of the cited references teach uploading actual “image data,” as claimed by Applicants. Applicants further submit that the cited references also fail to teach bi-directional communications “solely” between a “*digital camera*” and “*an exclusive and predetermined remote location*,” as claimed by Applicants. Applicants therefore herein incorporate, with reference to independent claim 5, the various arguments made above with respect to independent claims 1 and 9.

Regarding the Examiner’s rejection of dependent claims 6-8, 12, and 17-18, for at least the reasons that these claims are dependent from an independent claim whose limitations are not identically taught or suggested, the limitations of these dependent claims, when viewed through or in combination with the limitations of the independent claim, are also not identically taught or suggested. Applicants therefore respectfully request reconsideration and allowance of dependent claims 6-8, 12, and 17-18, so that these claims may issue in a timely manner.

For at least the foregoing reasons, the Applicants submit that claims 5-8, 12, and 17-18 are not unpatentable under 35 U.S.C. § 103 over Steinberg in view of Krishnan, and that the rejections under 35 U.S.C. § 103 are thus

improper. The Applicants therefore respectfully request reconsideration of the rejections of claims 5-8, 12, and 17-18 under 35 U.S.C. § 103.

(B) Dependent Claim 13

The Examiner cites Krishnan in support of the rejection of claim 13 which explicitly recites “*said digital camera displaying said advertising data in an automatic manner, a device user of said digital being unable to prevent said displaying*” (emphasis added). However, Krishnan explicitly states that “[u]sers who object to receiving advertising material . . . may opt out . . .” (see column 6, lines 65-66). Krishnan therefore teaches that users are able to prevent displaying of the advertising if they choose. For at least the foregoing reasons, Applicants respectfully request reconsideration of the rejection of claim 13.

(C) Dependent Claim 14

The Examiner cites Krishnan in support of the rejection of claim 14 which explicitly recites “*a distributor of said digital camera administers and maintains said exclusive and predetermined remote location*” (emphasis added). In contrast, Krishnan is limited to teaching a “portal provider 20” of “mini-portals.” Applicants submit that Krishnan nowhere discloses a “*distributor of said digital camera*,” as claimed by Applicants. For at least the foregoing reasons, Applicants respectfully request reconsideration of the rejection of claim 14.

(D) Dependent Claim 15

With regard to the rejection of dependent claim 15, Applicants submit that neither of the cited references disclose or mention any sort of “*combined download/upload request*”, as claimed by Applicants. The claimed “combined download/upload request” is described in detail in conjunction with the discussion FIG. 4 of Applicants’ Specification. The Applicants therefore respectfully request reconsideration and withdrawal of the rejection of claim 15 under 35 U.S.C. § 103.

(E) Dependent Claim 16

With regard to the rejection of dependent claim 16, the Examiner states that “Krishnan also states that validation stamps are periodically sent” (emphasis added). In contrast, Applicants recite a “*combined download/upload request occurring at predetermined regular intervals*.” Applicants submit that sending validation stamps “periodically” does not necessarily mean that the validations stamps are sent at “predetermined regular intervals,” as claimed by Applicants. For example, sending validation stamps “periodically” could readily occur at intervals that were neither “predetermined” nor “regular.” The Applicants therefore respectfully request reconsideration and withdrawal of the rejection of claim 16 under 35 U.S.C. § 103.

(F) Dependent Claim 19

With regard to the rejection of dependent claim 19, Applicants submit that neither of the cited references disclose or mention a protocol in which “*downloading of said advertising data is triggered by said uploading image data,*” as claimed by Applicants. The foregoing claimed upload/download technique is described in Applicants’ Specification at page 9, line1-3. The Applicants therefore respectfully request reconsideration and withdrawal of the rejection of claim 19 under 35 U.S.C. § 103.

For at least the foregoing reasons, the Applicants submit that claims 5-8 and 12-19 are not unpatentable under 35 U.S.C. § 103 over Steinberg in view of Krishnan, and that the rejections under 35 U.S.C. § 103 are thus improper. The Applicants therefore respectfully request reconsideration and withdrawal of the rejections of claims 5-8 and 12-19 under 35 U.S.C. § 103.

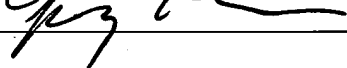
SUMMARY

For all the foregoing reasons, it is earnestly and respectfully requested that the Board of Patent Appeals and Interferences reverse the rejections of claims 1-19, so that the present Application may be allowed and pass to issue in a timely manner.

Respectfully Submitted,

Manowitz et al.

Date: 8/8/06

By: 

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(8) Claims Appendix

1. A system for transmitting image data comprising:
a remote storage device for receiving image data; and
a digital camera configured to send the image data exclusively to the
remote storage device and to receive advertising data exclusively
from the remote storage device.
2. The system according to Claim 1 wherein the digital camera further
comprises a sensor for forming the image data.
3. The system according to Claim 1 wherein the digital camera further
comprises a local storage device for storing the image data and the advertising
data from the remote storage device.
4. The system according to Claim 3 wherein the digital camera further
comprises a display device for viewing the image data and the advertising data.
5. A method of communicating between a digital camera and a
predetermined remote location comprising:
uploading image data from a digital camera solely to an exclusive and
predetermined remote location;
downloading advertising data solely from the exclusive and
predetermined remote location to the digital camera, said digital
camera being incapable of communicating with any external device
other than said exclusive and remote location; and
displaying the advertising data on the digital camera.

6. The method according to Claim 5 further comprising an advertiser compensating a distributor based on the advertising data downloaded by the digital camera.
7. The method according to Claim 5 further comprising a distributor selling the digital camera to a user at a discount based on the advertising data downloaded by the digital camera.
8. The method according to Claim 5 wherein uploading the image data occurs only at the exclusive and predetermined remote location.
9. A digital camera comprising:
 - a buffer for receiving image data and advertising data;
 - an interface connected to the buffer configured to upload the image data from the digital camera to an exclusive and predetermined remote location and to download the advertising data from the exclusive and predetermined remote location to the digital camera; and
 - a display connected to the buffer for viewing the advertising data.
10. The digital camera according to Claim 9 further comprising a sensor connected to the buffer for forming the image data.
11. The digital camera according to Claim 9 wherein the interface is configured to automatically connect with the exclusive and predetermined remote location for uploading the image data and downloading the advertisement data.

12. The method of claim 5 wherein said digital camera is unable to exchange electronic information with any electronic devices except for said exclusive and predetermined remote location.

13. The method of claim 5 wherein a distributor of said digital camera implements functional characteristics of said uploading, said downloading and said displaying, said remote location pushing said advertising data to said digital camera, said digital camera displaying said advertising data in an automatic manner, a device user of said digital being unable to prevent said displaying.

14. The method of claim 5 wherein a distributor of said digital camera administers and maintains said exclusive and predetermined remote location.

15. The method of claim 5 wherein a combined download/upload request triggers said uploading and said downloading.

16. The method of claim 5 wherein a combined download/upload request triggers said uploading and said downloading, said combined download/upload request occurring at predetermined regular intervals.

17. The method of claim 5 wherein one or more advertisers compensate a distributor of said digital camera for said downloading and said displaying of said advertising data, said distributor responsively providing said digital camera to a device user without charging any purchase price.

18. The method of claim 5 wherein a purchase price of said digital camera is reduced by a compensation amount provided from one or more advertisers to a distributor of said digital camera, said compensation amount being provided in exchange for said distributor implementing said digital camera to automatically perform said downloading and said displaying.

19. The method of claim 5 wherein said downloading of said advertising data is triggered by said uploading image data.

(9) Evidence Appendix: None.

(10) Related Proceedings Appendix: None.



Serial No.: 09/782,067 Filing Date: February 12, 2001
Title: System Method And Systems For Exchanging Content...
Inventor(s) / Applicant(s): Neal Manowitz
Atty. Docket No.: 50P 3840.01 Atty / Secty Initials: GJK/mmk
Date Mailed: August 10, 2006 Docket Due Date:

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